



# the Monarch Press

City of Goleta Newsletter

Summer 2007 Volume 2, Issue 3

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...and much more!



### All Aboard for Fun on Depot Day!

Sunday, September 30  
11 am - 4 pm

The Goleta Depot celebrates its 25th anniversary with train rides, music, BBQ, train films and a silent auction.

For more information:  
contact 964.3540  
or visit [www.goletadepot.org](http://www.goletadepot.org)

## Two Year Budget Highlights City's Priorities

**P**utting together a budget—balancing goals and priorities with the reality of limited resources—means making tough choices. But once consensus is reached and a budget is approved, a clear road map emerges. The City's two-year, \$15 million dollar per year budget, approved by the Goleta City Council in June offers a snapshot of our commitments.

### Here are some budget highlights:

#### Public Safety

- Near 40% of the budget for public safety activities
- New Community Resource Deputy (CRD) position
- Anti-gang activity programs
- New police substation at Camino Real Marketplace

#### Youth and Recreation

- More for Girsh Park operations
- Repairs at Rancho La Patera Stow House and the Goleta Library
- Analysis of City recreational services and facilities
- Bella Vista Park Playground renovation project

#### Community Outreach

- A newsletter to communicate with residents and businesses within the City's Old Town Redevelopment Area
- More televised pubic meetings, including Planning Commission meetings
- New programming on Channel 19, City of Goleta TV
- Redesign and upgrade the City's website to provide residents with more online services

#### Good Planning

- Revisions to the City's General Plan
- Re-working Housing Element to ensure state approval
- Complete new zoning regulations, sign ordinances and design guidelines
- Comprehensive analysis of the City's planning system and services

#### Infrastructure Improvements

- The San Jose Creek Flood Capacity Project to reduce flood conditions in Old Town
- Final design for the Ekwill/Fowler Extension Project to create a connection through Old Town to alleviate congestion on Hollister Avenue
- Completion of Pine/Thornwood storm drain improvements project
- Hollister Avenue Redesign Project

#### Environment

- A City-wide commercial recycling program
- A new stormwater quality monitoring program
- Analysis and design of a steelhead fish passage ladder for San Jose Creek
- Ellwood Mesa native grassland restoration
- Installation of Sperling Preserve Monument sign to recognize contributors

## The Monarch Press en Español: Pagina 5

Queremos asegurarnos de que los miembros de la comunidad que hablan español sepán qué está ocurriendo en nuestra ciudad. Hay un resumen de los artículos en este boletín informativo.

Si tiene preguntas llame a City Hall.

Tenemos personal bilingüe y queremos escuchar sus opiniones.





## All About City Hall

(805) 961.7500

[www.cityofgoleta.org](http://www.cityofgoleta.org)

Channel 19: Goleta TV

## Goleta City Council

Mayor	Jean W. Blois
Mayor Pro Tempore	Michael T. Bennett
Councilmember	Roger S. Aceves
Councilmember	Eric Onnen
Councilmember	Jonny Wallis
City Manager	Daniel Singer

## City Council Meetings

Held on the 1st and 3rd Mondays of the month at 1:30 pm and 6 pm

Televised live on Channel 19

Replayed Wednesdays and Saturdays 10 am and 5 pm

## Mayor's Office Hours

Wednesday 2 – 4 pm

City Hall

961.7537

## Goleta City Hall

130 Cremona Drive, Suite B

Goleta, CA 93117

961.7500 tel 685.2635 fax

Mon – Thurs 7:30 am – 5:30 pm

Fri 8 am – 1 pm

## Permit & Design Center

Mon – Thurs 7:30 am – 5:30 pm

Fri 8 am – 1 pm

Building Division 961.7552

Planning Division 961.7543

## Useful Phone Numbers

City of Goleta Info 961.7508

Parks Reservation 961.7531

Public Works Request 961.7570

City Jobs 961.7525

Building Inspection Request 961.7550

**Easy  
Reference  
Guide!**

# City of Goleta Budget Fiscal Year 2007-2008

## General Fund Expenditures per Dollar Spent



## Where does your \$1 go?

For more information on the budget or on specific programs, please call: 961.7500 or visit the City's website [www.cityofgoleta.org](http://www.cityofgoleta.org).

## Submit Your Feedback Today!

This is the fifth edition of *The Monarch Press*, and we want to know what you think of it. Does it contain useful information? What do you want more (or less) of? We welcome suggestions.

Contact us at: 961.7500 or [themonarchpress@cityofgoleta.org](mailto:themonarchpress@cityofgoleta.org)

## Gaucha Growth Envisions More Students, Faculty

UCSB recently unveiled its vision for expansion to the year 2025. Known as the **Long Range Development Plan**, it envisions creating over 1.5 million square feet of new academic space, adding nearly 1,800 faculty and staff, building 4,000 additional housing units and enrolling 5,000 more students from 2007 to 2025.

Given UCSB's size and proximity to Goleta, the City is taking an active role in this project and will be involved in the planning process. UCSB will provide opportunities for public input, and the City will continue to keep the community informed.

For more info about the LRDP, visit the UCSB website: [www.ucsbvision2025.com](http://www.ucsbvision2025.com)

*The Monarch Press* is produced quarterly by the City Manager's office. The newsletter is printed on (50%) recycled paper stock (15% post-consumer waste), using soy-based ink and distributed to all City of Goleta residents and businesses as bulk rate U.S. Mail. Additional copies are available at City Hall, the Goleta Library, the Goleta Valley Chamber of Commerce, and the Goleta Valley Community Center. *The Monarch Press* can also be downloaded from the City's website. Please direct questions and comments to: [themonarchpress@cityofgoleta.org](mailto:themonarchpress@cityofgoleta.org).





The Cathedral Oaks Rd. and Carlo St. intersection is one area slated for summer road work.

## A Smoother Ride on City Streets

**T**wenty-seven separate street sections (or 12.3 miles) in the City will see improvements in July. Two types of projects began this summer: pavement preparation and slurry seal and asphalt overlay. Slurry seal is like doing preventative maintenance on your car and asphalt overlay is a major tune-up. The City aims to improve city streets to a point where only preventative maintenance is needed in the future.

Many of the City's streets and roads suffered from the lack of funding before city incorporation. With the help of Measure D, the gas tax, state transportation monies and General Fund revenue, the City Council has made the condition of streets a top priority. Well-maintained streets not only limit the wear and tear on bicycles and cars, they are also a measure of how the community values infrastructure and the attractiveness of neighborhoods.

For more info on street repairs, visit the City's website at [www.cityofgoleta.org](http://www.cityofgoleta.org) or view Channel 19.



**Hampton Inn in Old Town Nears Completion** The pace of construction activities has been fast and furious at 5665 Hollister Ave. The Hampton Inn, which features 98 guest rooms, suites and meeting room facilities, is set to open in late July. Online reservations can be made for dates after August 1. The new hotel and adjacent condominiums are a welcome addition to the Old Town area.

## Former Delco Property Gets a Makeover

An important project approved in April will provide more than 900,000 square feet of well-designed research and office buildings and storage facilities. The **Cabrillo Business Park**, on the site of the old Delco property (home to the Lunar Rover and other innovative aerospace inventions), also includes more than 14 acres of wetland restoration, volleyball and basketball courts and trails for walking and biking. The City of Goleta will also house its Public Works yard at the site.

When completed, the UCSB Economic Forecast predicts an influx of almost 1,500 jobs. In addition to an estimated \$8 million in tax revenue during the first ten years, construction spending will contribute \$126 million to the economy. Once developed, the forecast predicts \$527 million in local earnings and wages during the first 10 years. The Cabrillo Business Park will be the largest and most modern research and office park in Santa Barbara County.

## How does it look?



This building at 5730 Hollister Ave. (La Placita de Goleta) has recently undergone storefront improvements with funding from the Goleta Redevelopment Agency Old Town Storefront Improvement Program. Other buildings in Old Town undergoing improvements with help from this program include Mission City Auto Center (5551 Hollister Ave.) and SB Aquatics (5822 Hollister Ave.)

For info on this program, contact the City's Redevelopment Agency at 961.7500.

Call City of Goleta at 961.7500 or visit our website at [www.cityofgoleta.org](http://www.cityofgoleta.org)

# Reduce, Reuse...Compost!

**M**ost of us reduce, reuse and recycle paper and beverage containers. But did you know that about 30% of what we put in our trash and green waste containers can be easily composted and reused as well?

## Composting provides a rare opportunity to be a scientist in your own backyard.

It is now easier than ever to compost. The City of Goleta, in conjunction with the County of Santa Barbara, is offering a composting bin, called **"The Earth Machine"** for \$40 (less than half the retail cost). The Earth Machine uses green waste and kitchen waste to produce compost. It is self-contained, critter-proof and does not require any turning.

Gardeners know the benefit of good nutrient-dense soil for growing vegetables and flowers, but non-gardeners will find a use for compost as well. Use compost around trees and potted plants, or give it to your favorite gardener. Just separating dry and wet waste will make your garbage easier to handle. And by reducing the amount of raw garbage you produce, composting helps reduce methane and other gases produced in landfills.

Composting is more than environmentally responsible. By changing garbage into something useful, you get a rare opportunity to be a scientist in your own backyard: change garbage into something useful.

Purchase The Earth Machine at the South Coast Recycling and Transfer Station at 4430 Calle Real in Santa Barbara. The Transfer Station is open Mon – Sat from 7 am – 5 pm.



You get an instructional booklet with the bin, and the County offers a free booklet that describes the various types of composting and its benefits.

**For a copy of "The Answer is Backyard Composting and Yard Waste Reduction" or questions about assembling the bin, contact the County of SB Public Works Dept., Resource Recovery & Waste Mgt. Division, at 882.3600.**



## Yes, we said FREE!

**The South Coast Energy Partnership** is working on ways to save residents money, energy and to protect the environment. SCEEP, a partnership of the cities of Carpinteria, Goleta, Santa Barbara, the County of Santa Barbara and Southern California Edison, sponsored:

**A free refrigerator/freezer pick up** Edison customers received rebates of \$35 for a fridge and \$50 for a freezer. If you missed this pickup, just call 1.800.234.9722 or visit [www.sce.com/](http://www.sce.com/) pickup to schedule another time.



### Mobile Home Direct Installation program

Mobile home residents will receive free lighting products and installation. If you are a mobile home resident and want more info about this program, please call Synergy Companies at: 1.888.988.9829 or call City Hall.

### Small Business Direct Installation program

Small businesses who average less than 100 kW of energy have been receiving up to \$5,000 worth of lightening improvements—all for free. If you know of a small business that has not yet signed up for this program, please call: 1.800.332.5483.

**Stay tuned to Channel 19 for details or visit the City of Goleta website or the SCEEP website at [www.SouthCoastEnergyWise.org](http://www.SouthCoastEnergyWise.org) for more information.**

## Get Rid of Bulky Trash

Need to get rid of excess trash around the house? All Marborg and Allied Waste customers within the City of Goleta are entitled to one FREE bulky item collection every year through their trash hauler. Bulky waste includes large items that do not fit into your regular trash bins. The bulky waste must be taken to the curb in one or more bags, bound bundles or boxes weighing less than 80 pounds each.

**Call your hauler to schedule an appointment.**

**Allied Waste services north of Hollister** 965.5248

**Marborg services south of Hollister** 963.1852

## Beach Access for All!

Did you know that beach wheelchairs are available free of charge for individuals with special needs?

Several community beaches offer this service with funding provided by the California Coastal Commission. If you or someone you know could benefit from these specially designed wheelchairs, contact the beach directly for more information:

<b>Goleta Beach County Park</b>	967.1300
<b>Campus Point, UC Santa Barbara</b>	448.6740
<b>East Beach</b>	897.2680
<b>El Capitan State Beach</b>	968.1033
<b>Refugio State Beach</b>	968.1033



# en Español

THE MONARCH PRESS IN SPANISH



## Las Prioridades del Presupuesto de Goleta

Hacer un **presupuesto** requiere mucho tiempo. Considerar metas y prioridades, con la realidad de recursos limitados requiere selecciones y decisiones difíciles. Sin embargo, cuando hay consenso y se aprueba un presupuesto, todo se aclara. Este presupuesto nos da una idea de las prioridades del concilio por los siguientes dos años.

### Lo importante de este presupuesto incluye:

Un compromiso a la seguridad pública, hacia la juventud y las actividades recreativas, para mejorar el acercamiento a la comunidad, a completar las nuevas regulaciones de planeación, para mejorar la infraestructura, y al medio ambiente.



## Un Lugar Nuevo para Nadar

Este mes se abre oficialmente el **Centro Acuático Elings**. La instalación con piscina de tamaño olímpico se encuentra en la escuela Dos Pueblos y ofrece algo para todos. Cuando abra y este totalmente funcionando, será una instalación de primera calidad para los atletas de la escuela y para la comunidad.

*Para más información comuníquese con el personal acuático de Dos Pueblos High School.*

## Aceso a la Playa para Todos

¿Sabía usted que hay sillas de ruedas gratis para andar en la playa para quienes las necesiten?

*Hay varias playas que ofrecen esta ayuda:*

*Goleta Beach County Park: 967.1300*

*Campus Point, UC Santa Bárbara: 448.6740*

*East Beach: 897.2680*

**Si tiene preguntas llame a City Hall, tenemos personal bilingüe y queremos escuchar su opinión.**

**Call City of Goleta at 961.7500 or visit our website at [www.cityofgoleta.org](http://www.cityofgoleta.org)** The Monarch Press **5**

## Reducir, Volver a Usar o Convertir en Abono

La mayoría de la gente reduce, recicla y vuelve a usar ciertos materiales como papel y envases de bebidas, pero ¿sabían que casi el 30% de lo que ponemos en la basura puede ser convertido en abono? Ahora es más fácil que nunca convertir basura en abono. La ciudad de Goleta ofrece un contenedor por \$40 que **convierte basura en abono**. Se llama "The Earth Machine."

Se puede comprar The Earth Machine en el centro de reciclaje South Coast Recycling and Transfer Station en Santa Bárbara en 4430 Calle Real, horarios: lunes a sábado 7 am–5 pm.

*Para más información llame al Condado de Santa Bárbara Public Works Department Resource Recovery and Waste Management Division al 882.3600.*

## Restos de Grandes Tamaños

En la ciudad de Goleta una vez al año los clientes de Marborg y Allied Waste tienen derecho a que les retiren un montón de basura más grande que lo común. Por favor llame a su compañía de basura para hacer una cita.

*Allied Waste (norte de Hollister) 965.5248; Marborg Services (sur de Hollister) 963.1852.*

## Protegerse del Virus del Nilo Occidental

- 🦋 No tenga aguas estancadas
- 🦋 Evite estar afuera durante el amanecer o atardecer
- 🦋 Cuando esté afuera use mangas largas y pantalones
- 🦋 Use sustancias para repeler insectos como DEET

El personal de SB Vector Control District está disponible para responder a cualquier pregunta sobre los mosquitos.

*Llame al 969.5050 o visite la página [www.westnile.ca.gov](http://www.westnile.ca.gov)*

## Las Nuevas Guías Sobre Diseño de Edificios

Los residentes encontrarán un proceso más claro y directo para remodelar las casas. No se requerirá la aprobación del consejo arquitectónico para agrandar y remodelar el hogar de una familia o un dúplex con menos de 750 pies cuadrados.

*Para más información sobre como hacer planes para remodelar, contacte el Centro de Diseño y Permisos al 961.7543.*

## Julio Dedicado a Mejorar las Calles

Empezando en julio se mejoraran las calles de la ciudad en 27 lugares diferentes (12.3 millas). Este verano se harán dos tipos de reparaciones al pavimento: reponer asfalto y capa de cobertura.

## Residential Streets Swept Twice Monthly Starting in August

**T**he City Council approved the increased sweeping schedule as part of the City's budget for fiscal year 2007-2008. Clean streets make for clean neighborhoods and less debris entering the storm drains and the ocean.

The City of Goleta sweeps the eastern part of the City and Goleta West Sanitary District sweeps the western part of the City. The City is divided into three zones: Zones 1 and 2 are residential; Zone 3 is industrial. The City encourages residents to find their zone on the map, note the day for street sweeping and to not park on the street on those days. This is a voluntary program that requires voluntary cooperation.

**Do your part: find a new place to park on street sweeping day.**

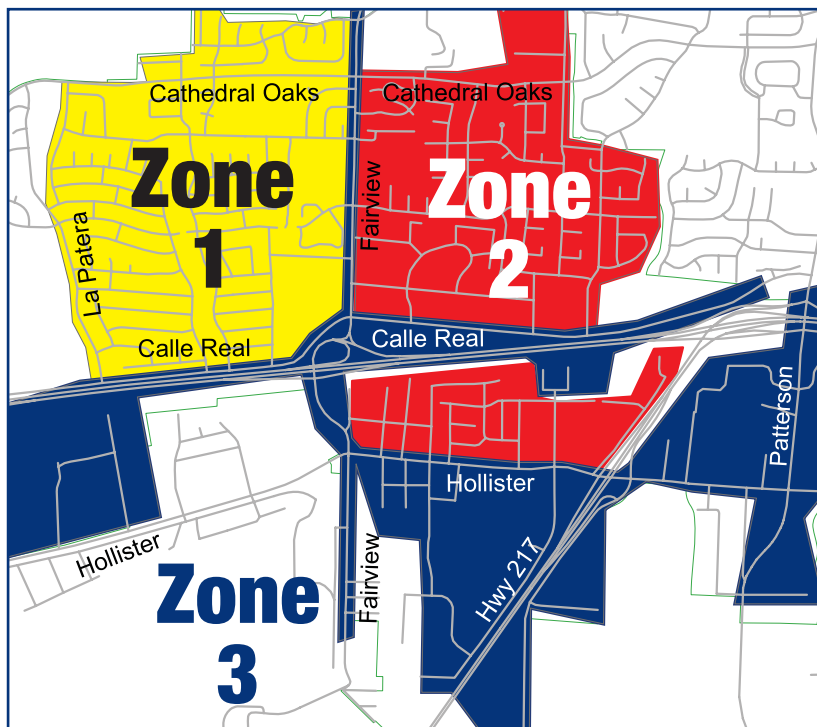
**City of Goleta Street Sweeping Program** For information or to download the Street Sweeping Schedule, visit the City's website at [www.cityofgoleta.org](http://www.cityofgoleta.org) or contact the City's Department of Community Services Street Maintenance Division at 961.7500.

**Zone 1** → 1st and 3rd Mondays from 8 am – 5 pm (between La Patera and Fairview)

**Zone 2** → 1st and 3rd Wednesdays from 8 am – 5pm (between Fairview and the easterly City limit, including Old Town north of Hollister)

**Zone 3** → 1st and 3rd Wednesdays from 9 pm – 6 am (all industrial areas south of Hollister between La Patera and the easterly City limit and Fairview, Calle Real, Patterson and Hollister Avenues)

## Find your zone!



## Improve San Jose Creek: Improve Old Town

The City is making the San Jose Creek Capacity Improvement Project a top priority. As long-time residents know, when our area gets rain, flooding is a big problem in Old Town. Businesses and residents suffer property damage and higher-than-average insurance premiums because of being located in a flood plain. This \$14 million project is in the initial stages of obtaining various local, state and federal approvals. The project is expected to be completed in three years.

Have you suffered the effects of flooding in Old Town? Do you have any pictures? The Community Services Department wants to hear your first-hand accounts.

**Please call the City at 961.7500 and ask for Kristi Troyna.**

## Amending the General Plan

Want a say in how your community looks? Come to Saturday Public Workshops in September held at City Hall.

On Saturday, September 15 and Saturday, September 22, the City Council and Planning Commission are sponsoring two open house workshops for members of the public to give input into proposed amendments to the General Plan.

As you may remember, on April 16, 2007, the City Council initiated a General Plan Amendment process. The Council agreed to consider a number of amendments as part of making changes to the General Plan. The public workshops are the first step for community members to participate in the process and take an active role in the development of General Plan policies.

Meeting information and agendas will be posted in advance at the Goleta Library, the Goleta Valley Community Center and at the Goleta Union School District office.

**More info is available on the City's website and on Channel 19 or call the City's Planning and Environmental Services Department at 961.7500.**





**Third Grader Swim Program** Did you know that the Goleta Union School District in partnership with the South Coast Community Aquatic Center (now the Elings Aquatic Center) has started a program to teach every 3rd grader how to swim? This past year, swim classes were held at UCSB. Starting in the fall, a pilot version of the program will move to the Elings Aquatic Center at Dos Pueblos High School. The goal is to ensure all young children learn to swim for safety reasons and to instill a love of exercise. Looking at these happy faces, it appears this program is a success. PHOTO CREDIT: THOMAS KLEMMER

## New City Tool Available to Property Owners and Building Professionals

City staff have been busy launching a **Geographic Information System (GIS)**. GIS enables the capture, modeling, manipulation, analysis and presentation of geographically referenced data.

### In plain English, what is GIS?

The first known "documentation" of using geographic information was about 35,000 years ago on the walls of caves near Lascaux, France. Cro-Magnon hunters drew pictures of animals they hunted along with their track lines and tallies thought to depict migration routes. While this is pretty simplistic, the concept of GIS today is the same. Modern geographic information systems are maps that contain various detailed layers of information.

### How will the City use GIS?

This technology allows users to look at a map of the City and retrieve a variety of facts such as:

**How is a parcel of land zoned? What intersections in the city are most heavily-traveled? What is the land use for a piece of property?**

In the near future, the public will be able to access the City's GIS tools via its website and at the Permit and Design Center.

**For more info, contact the City's Planning and Environmental Services Department at 961.7500.**

## A New Place to Float at Dos Pueblos High School

On July 20 the **Elings Aquatic Center** officially opened its doors. Located on the Dos Pueblos High School campus, the new Olympic-size aquatic facility has something for everyone!

When fully up and running, the aquatic center will offer a state-of-the-art facility for high school athletes as well as for the general community aquatic recreational needs. High school students were first in the pool this summer. Next, programs will be phased in to include youth swim classes, masters swimming, senior water aerobics, lifesaving and water-safety instruction, open swimming, and rescue training by firefighters and law enforcement.

The Elings Aquatic Center was funded in part through the efforts of a hard working, dedicated group of parents and community members who raised over \$2 million toward the \$5 million facility over the last three years. The rest of the funds came from Measure V and state-matching grants. The facility is named after Dr. Virgil Elings, whose contribution, along with a gift from his former wife, Betty Wells ensured the success of the project.

**For more info, contact Dos Pueblos High School at 968.2541.**

## Less Red Tape for Home Remodelers

Last winter and spring, the City Council conducted several public workshops and hearings to learn from residents on how to improve the process for home remodeling.

As a result, residents will now find a more straightforward and streamlined process. Many of the changes to the process pertain to the Design Review Board's authority.

### Changes include the following:

- Remodels and enlargements of one-story single family homes and duplexes of less than 750 sq. feet will generally no longer require DRB review.
- Planning staff will review the design and work with the applicant to ensure a smooth and timely process.
- Steps are also in place to ensure that all voices, including neighbors', are heard in the planning process.

City staff and the City Council are confident that good planning and design will result from these changes.

**For more info on planning your remodeling project, contact the Planning Section of the City's Permit & Design Center at 961.7543.**



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(At right): Bob and Dorothy Kressin of Winchester Common enjoy a tranquil afternoon at Lake Los Carneros.

## City Government Meetings

**All meetings held at City Hall**

### City Council

**1st and 3rd Mondays of the month**

*Meets at 1:30 pm and 6 pm*

**August 6**

**August 20** *(No meeting)*

**September 4** *(Tuesday)*

**September 17**

**October 1**

**October 15**

### Planning Commission

**2nd Monday of the month**

*Meets at 6 pm*

**August 13**

**September 10**

**October 8**

### Design Review Board

**1st and 3rd Tuesdays of the month**

*Meets at 3 pm*

**August 7**

**August 21**

**September 5** *(Wednesday)*

**September 18**

**October 2**

**October 16**



## Music at the Ranch Concerts

Enjoy the Goleta outdoors with live music! **Every Tuesday night** in August, the Goleta Valley Historical Society is hosting live music at Rancho La Patera Stow House, 304 North Los Carneros Rd. The "Music at the Ranch" concerts begin at 5:30 pm.

Aug 7 Henderson Brothers (blues, jazz)

Aug 14 Salt Martians (bluegrass)

Aug 21 Hot Lava (rock music for kids)

Aug 28 Tony Ybarra & Sonido Moreno (Latin jazz)

**For more info, call 964.4407 or visit [www.goletahistory.org](http://www.goletahistory.org)**



Community Services staff and local children commemorate May's Public Works Week in Goleta.

## Fight the Bite: Protect Yourself Against West Nile Virus

In late June, a sample of mosquitoes taken from Lake Los Carneros tested positive for the West Nile Virus. The lake was treated with a non-chemical pest control method, which is effective for more than three months. Mosquitoes breed wherever there is water, so to protect yourself against the West Nile Virus, remember the D's:

- Drain any standing water.
- Dawn and dusk are when mosquitoes are most active—avoid being outdoors.
- Dress appropriately by wearing long sleeves and pants when outside.
- Defend yourself against mosquitoes by using an effective insect repellent.
- Door and window screens should be in good working condition to help prevent mosquitoes from entering your home.

Santa Barbara Coastal Vector Control District personnel are available to answer any mosquito-related questions. Call 969.5050 or visit [www.westnile.ca.gov](http://www.westnile.ca.gov).

**For an update on West Nile Virus in the City, call the Goleta Information Line at: 961.7508.**